Orders

Order / Rev:

Alt Order #:

06829899

Product Desc:

HELLER FOR SENATE

Estimate:

Flight Dates:

08/22/12 - 08/28/12

Original Date / Rev:

06/26/12 / 08/28/12

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

KSNV

National

Agency

Name:

Strategic Media Services, Inc.

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

00:15:00

15%

Cash

Advertiser

Name:

Priority:

Heller, Dean for U.S. Senate

Demographic: **Product Codes:**

Revenue Codes:

A35+

PLC01

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Rill Plan

Dill'I lall				
Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	31	\$23,175.00	\$19,698.75
08/27/12	08/28/12	18	\$13,600,00	\$11,560,00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	31	\$23,175.00	\$19,698.75	0.00
September 2012	. 18	\$13,600.00	\$11,560.00	0.00
Totals	49	\$36,775.00	\$31,258,75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$36,775.00
Market	100%	\$159,891.30

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$57,560.87
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$28,780.43
KTUD	1%	\$1,598.91
KVVU	15%	\$23,983.70
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,192.39

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tim	e Days	Len Spo	ts	Rate Pri	Rtg Type S	Spots	Amount
•	E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/\ M-F 5-6a WakeUp w/		5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
		NEWS			•	Ū								
		Sta	rt Date	End Date	Weekdays Spo	ts/Week	Rate F	Rating						

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KSNV

Order / Rev:

103544

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06829899

Product Desc:

HELLER FOR SENATE

Flight Dates:

08/22/12 - 08/28/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	08/22/1	2 08/24/12	M-F 5-6a WakeUp	-	5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
NEWS			M-F 5-6a WakeU	p w/Wagners								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				- 1		
Week: 08/		08/26/12	WTF	3	\$400.00	0.00						
E 2 KSNV	08/27/1	2 08/28/12	M-F 5-6a WakeUp M-F 5-6a WakeU	_	5-6a	MT	:30	2	\$400.001	0.00 NM	2	\$800.00
NEWS				p m.v.ag.iois								
<u>Sta</u> Week: 08/	ırt <u>Date</u> /27/12	End Date 09/02/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
E 3 KSNV	~		M-F 6-7a WakeUp		6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWC		-	M-F 6-7a WakeU	p w/Wagners					,		·	4,00.00
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		09/02/12	M	1	\$700.00	0.00						
E 4 KSNV	08/22/1	2 08/22/12	M-F 6-7a WakeUp	_	6-7a	W	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS			M-F 6-7a WakeU	p w/vvagners								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				- 1		
Week: 08/ E 5 KSNV		08/26/12 2 08/23/12	Today Show	1 CM	\$700.00 658a-9am	0.00	:30		\$1,400.001	0.00 NM	4	#4 400 DO
			Today Show	OW	555G-56III	,	,50	'	ψ1,400.001	O.OO INIVI	1	\$1,400.00
TODAY	rt Date	End Data	Mackdaya	CuatadMast	Dete	D-4:						
Week: 08		End Date 08/26/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$1,400.00	Rating 0.00				ı		
E 6 KSNV	08/28/1	2 08/28/12	Today Show	CM	658a-9am	-T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
TODAY	,		Today Show									
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 08/		09/02/12	-T	1	\$1,400.00	0.00						
E 7 KSNV	08/28/1	2 08/28/12	M-F Today Show M-F Today Show		9-10a	-T	:30	1	\$500.001	0.00 N M	1	\$500.00
TODAY										•		
<u>Sta</u> Week: 08/	rt <u>Date</u> /27/12	End Date 09/02/12	<u>Weekdays</u> ~T~	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
	~~~~	2 08/24/12	M-F Today Show	II 3rd HCM	9-10a	W-F	:30	2	\$500.001	0.00 NM	2	\$1,000.00
TODAY	<b>/</b> II		M-F Today Show	II								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	W-F	2	\$500.00	0.00						
E 9 KSNV	08/22/1	2 08/24/12	M-F Today Show Today 4th Hour	III 4th 18M	10am-11am	WTF	:30	3.	\$325.001	0,00 NM	2	\$650.00
TODAY	′ III		Today Amiriou						•			
<u>Sta</u> Week: 08	rt Date	End Date 08/26/12	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
	<u>Date Ra</u>		escription	3 <u>Star</u>	\$325.00 <u>I/End Time</u>	0.00 <u>V</u>	/eekdays	Lei	ngth Rate	Rtg Type		
			1-F Today Show III	4th Hr 10ar	n-11am	-	-WThF	<b>→</b>	:30 (\$325.00)	0.00 NM		
	resolved EWS 3 S		PORT POTUS SPO	OKE]								
			M-F Today Show		10am-11am	МТ	:30	2	\$325.001	0.00 NM	2	\$650.00
TODAY	/ III		Today 4th Hour									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08		09/02/12	MT	2	\$325.00	0.00	<del></del>				•	
⊨11 KSNV	08/27/1	12 08/28/12	Noon News Noon News	CM	12-1230pm	MT~~	:30	2	\$425.001	0.00 NM	2	\$850.00
NEWS												
<u>Sta</u> Week: 08	art Date /27/12	End Date 09/02/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$425.00	Rating 0.00						
E 12 KSNV				CM	12-1230pm	TF	:30	2	\$425.001	0.00 NM	2	\$850.00
			Noon News		- 4	- <del>- •</del>	<b>-</b>		,,	2.00 14171	_	4000,00

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KSNV

Order / Rev:

103544

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06829899

Product Desc:

HELLER FOR SENATE

08/22/12 - 08/28/12

Estimate:

Ln Ch NEWS	Start	End	Inventory Code	Break	Start/End T	ime Days	Len :	Spots	Rate Pri	Rtg Type	Spots	Amount
<u>Start</u> Week: 08/2	: <u>Date</u> 0/12	End Date 08/26/12	Weekdays	Spots/Week 2	<u>Rate</u> \$425.00	Rating 0.00						
E 13 KSNV	08/22/12	2 08/24/12	M-F Early News M-F Early News	. СМ	5-630p	WTF	:30	6	\$1,000.001	0.00 NM	6	\$6,000.00
NEWS Start	: Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/2	0/12	08/26/12	WTF	6	\$1,000.00	0.00				<del></del>		
E 14 KSNV NEWS	08/27/12	2 08/28/12	M-F Early News M-F Early News	СМ	5-630p .	MT	:30	4	\$1,000.001	0.00 <b>NM</b>	4	\$4,000.00
	: <u>Date</u>	End Date 09/02/12	Weekdays MT	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
E 15 KSNV				· CM	7-730pm	M	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
WHEEL			M-F Wheel of Fo	rtune								
_	<u>Date</u> 7/12	End Date 09/02/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
E 16 KSNV	08/22/1	2 08/24/12	M-F Wheel	CM	7-730pm	~~WTF	:30	3	\$1,000.001	0.00 NM	3	\$3,000.00
WHEEL			M-F Wheel of Fo	rtune								
<u>Start</u> Week: 08/2	<u>Date</u> 0/12	End Date 08/26/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$1,000.00	Rating 0.00						
E 17 KSNV	08/22/1:	2 08/24/12	Face to Face w/ Face to Face w/		730-758pm	WTF	:30	3	\$800.001	0.00 NM	3	\$2,400.00
FACE												
<u>Starl</u> Week: 08/2	<u>Date</u> 0/12	End Date 08/26/12	<u>Weekdays</u> wTF	Spots/Week 3	<u>Rate</u> \$800.00	Rating 0.00						
E 18 KSNV	08/27/1	2 08/28/12	Face to Face w/ I		730-758pm	M	:30	1	\$800.001	0.00 NM	1	\$800.00
FACE			Tace to Face w/	J, Naiston								
<u>Start</u> Week: 08/2	<u>t Date</u> :7/12	End Date 09/02/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
E 19 KSNV	08/23/1	2 08/23/12	M-F News 3 at El		11pm-1135p	mT	:30	1	\$1,100.001	0.00 NM	1	\$1,100.00
NEWS			M-F News 3 at E	ieven								
<u>Star</u> Week: 08/2	<u>t Date</u> :0/12	End Date 08/26/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$1,100.00	Rating 0.00						
E 20 KSNV	08/27/1	2 08/27/12	M-F News 3 at El M-F News 3 at E		11 <b>pm</b> -1135p	m M	:30	1	\$1,100.001	0.00 NM	1	\$1,100.00
NEWS				÷								
<u>Star</u> Week: 08/2	<u>t Date</u> !7/12	End Date 09/02/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,100.00	<u>Rating</u> 0.00						
E 21 KSNV	08/25/1	2 08/26/12	Sa-Su News 3 at		11pm-1135p	omSS	:30	2	\$1,100.001	0.00 NM	2	\$2,200.00
NEWS			Sa-Su News 3 at	Eleven								
<u>Star</u> Week: 08/2	<u>t Date</u> 20/12	End Date 08/26/12	<u>Weekdays</u> SS	Spots/Week 2	<u>Rate</u> \$1,100.00	Rating 0.00						
E 22 KSNV	08/25/1	2 08/25/12	News 3 Sunrise -	SATUROM	6a-7a	S-	. :30	1	\$350.001	0.00 NM	1	\$350.00
NEWS			News a dumse	SATURDAT								
<u>Star</u> Week: 08/2	<u>t Date</u> 20/12	End Date 08/26/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
		2 08/26/12	Sa-Su Early New		5pm-630pm	SS	:30	2	\$650.001	0.00 NM	2.	\$1,300.00
NEWS			Sa-Su Early New	18								
<u>Star</u> Week: 08/2	<u>t Date</u> 20/12	End Date 08/26/12	<u>Weekdays</u> SS	Spots/Week 2		Rating 0.00						

 Print Date:
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 Order / Rev:
 103544
 Advertiser:
 Heller, Dean for U.S. Senate

HELLER FOR SENATE

**KSNV** 

Totals

49

\$36,775.00

Product Desc:

Estimate:

Alt Order #:

Flight Dates:

Week: 08/27/12

09/02/12

-T----

06829899

08/22/12 - 08/28/12

Break Start/End Time Ln Ch Start End **Inventory Code** Days Len Spots Rate Pri Rtg Type Spots Amount E 23 KSNV 08/25/12 08/26/12 Sa-Su Early News ----SS CM 5pm-630pm :30 \$650,001 0.00 NM 2 \$1,300.00 Sa-Su Early News **NEWS** Start Date End Date Weekdays Spots/Week <u>Rating</u> Rate Week: 08/20/12 08/26/12 ----SS \$650.00 0.00 2 Description Spot Ch Date Range Start/End Time <u>Weekdays</u> **Length** Rate Rtg Type 1 KSNV 08/20/12-08/26/12 Sa-Su Early News 5pm-630pm -----sasu (\$650-00) 0.00 NM :30 See MG 23.3 [PGM CHG = NEWS3 LIVE IN PRIME] 3 KSNV 08/26/12-08/26/12 News 3 Live in Prime 7-10pm -----Su :30 \$650.00 0.00 NM MG for 23.1 08/26 [INV CODE] ----s E 24 KSNV 08/26/12 08/26/12 Sunday Today CM 7a-8am :30 \$625.001 0.00 NM 1 \$625.00 Sunday Today SUN TODAY Start Date End Date **Weekdays** Spots/Week Rate Rating ----S Week: 08/20/12 08/26/12 \$625.00 0.00 E 25 KSNV 08/26/12 08/26/12 Sports Night in Las Veg&M Sun 1135p-1200a ----S :30 1 \$400.001 0.00 NM \$400.00 Sports Night in Las Vegas SPORTS NIGHT End Date Start Date **Weekdays** Spots/Week Rate Rating Week: 08/20/12 08/26/12 \$400.00 0.00 N 26 KSNV 08/28/12 08/28/12 Wheel of Fortune in PRIMM M-SA 8-11p / SUN-T----:30 1 \$1,000.001 0.00 NM \$1,000.00 Wheel in Prime WHEEL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 -T----1 \$1,000.00 0.00 N27 KSNV 08/28/12 08/28/12 Face to Face in PRIME CM 8-11pm -T----:30 \$800.001 0.00 NM 1 \$800.00 Face to Face in PRIME FACE Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating

\$800.00

0.00